2007-04734/

BRITISH COLUMBIA
The Best Place on Earth

Stats

Ocean Fan Lu
(250) 387-1124
Ocean.Lu@gov.bc.ca

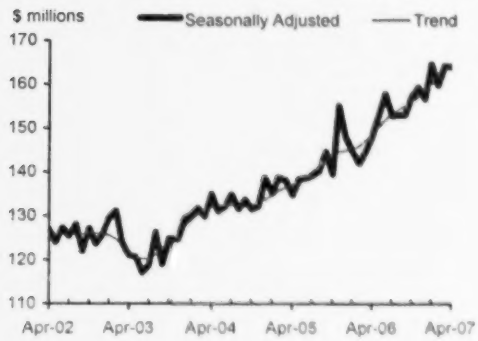
July 2007
Issue: 07-07

# Tourism Sector Monitor ◆ July 2007

## Room Revenue

April was a mixed bag of ups and downs for room revenues, leaving the overall picture looking flat after a good performance in March (+2.7%). Mainland/Southwest (+0.5%) and Vancouver Island/Coast (+0.4%), which together account for more than seventy percent of BC's total room revenues, saw revenue trend up in April. Room receipts rose again in Northeast (+2.3%) following a significant increase of 20.2% in March. However, these increases were offset by weakness in the rest of BC. Cariboo saw revenues drop 5.7%, while Nechako (-2.0%), Thompson-Okanagan (-0.8%) and North Coast (-0.8%) were also off. Revenues in Kootenay (-2.6%) declined for the second straight month in April.

*Room revenues were flat in April*




Hotels posted a 0.8% gain in revenues. Very large hotels (250+ rooms; +1.4%), mid-sized hotels (76-150 rooms; +0.3%) and small hotels (1-75 rooms; +2.1%) saw revenue climb. However, revenues dropped 0.7% at large hotels with 151-250 rooms. Revenues at motels (-0.3%) slipped for a third consecutive month in April. Business at vacation rentals was up (+1.2%). Other types of accommodations, including fishing lodges, bed and breakfasts, and campgrounds, experienced a decline (-3.6%) in room receipts.

*Table 1. Room Revenue*
*(seasonally adjusted)*

| | Apr 07 ($000) | Mar 07 ($000) | % change |
|---|---|---|---|
| Total | 164,058 | 164,112 | 0.0 |
| Hotels | 120,619 | 119,662 | +0.8 |
| Motels | 20,819 | 20,889 | -0.3 |
| Other Accommodations | 22,503 | 22,730 | -1.0 |
| **Regions (Top 3 performers)** | | | |
| Northeast | 5,371 | 5,252 | +2.3 |
| Mainland/Southwest | 89,029 | 88,594 | +0.5 |
| Vancouver Island/Coast | 29,348 | 29,236 | +0.4 |

## Visitor Entries

Visitor entries to Canada via BC borders fell (-1.2%, *seasonally adjusted*) for the third month in a row in April. Entries from the US, which comprise most of the visits, decreased (-1.0%) as Americans made fewer same-day trips (-2.7%). The number of overnight trips was unchanged in April.

Travel to BC from overseas countries was also off (-2.2%) in April, brought down by declines in the number of Asian (-3.1%) and European (-2.2%) entries. There were significant decreases in the number of visits from Japan (-8.8%) and Hong Kong

(-13.6%), which are the major sources of Asian entries. Visits from Europe (-2.2%) also waned, but entries from Oceania (+4.0%) continued to rise.

The number of Canadians returning home via BC also edged down (-0.6%). Same-day car trips returning from the US dropped 2.6% and the number of travellers returning home from trips overseas dipped (-1.0%) in April.

***Visitor entries continued to drop in April***

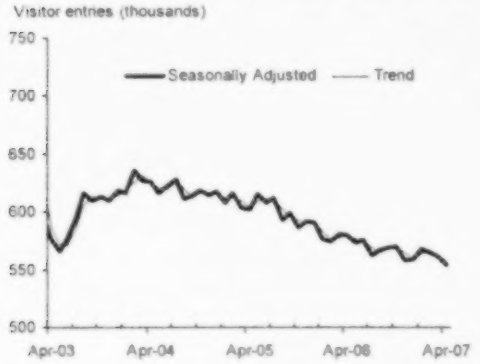



*Table 2. Traveller Entries*
*(seasonally adjusted)*

| | Apr-07 ('000) | Mar-07 ('000) | % chg from Mar-07 |
|---|---|---|---|
| **American visitors** | | | |
| Total | 431 | 436 | -1.0 |
| Same-day | 150 | 155 | -2.7 |
| Overnight | 281 | 281 | 0.0 |
| **Overseas visitors** | | | |
| Total | 123 | 125 | -2.2 |
| Europe | 41 | 42 | -2.2 |
| UK | 18 | 21 | -14.5 |
| Asia | 57 | 59 | -3.1 |
| Japan | 16 | 17 | -8.8 |
| Taiwan | 6 | 6 | -2.7 |
| Oceania | 14 | 14 | 4.0 |

*(BC Stats & Statistics Canada)*

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

## Other Indicators

In April, BC's hotel occupancy rate increased 1.6 percentage points to 51.2%, after slumping significantly in February (-10.2 percentage points) and March (-4.7 percentage points). In addition, room rates in the province increased 2.7% to an average price of $124.60.

*Table 3. Other Tourism Indicators*
*(seasonally adjusted)*

| | Apr-07 | Change from Mar-07 |
|---|---|---|
| **Hotel Industry** | | |
| Occupancy rate (%) | 51.2 | 1.6 pp |
| Average room charge ($) *(Pannell Kerr Forster)* | 124.60 | 2.7 |
| **Airport Passengers** | **(000s)** | **(%)** |
| **Vancouver International Airport** | | |
| Total traffic | 1,461 | 0.8 |
| US (trans-border) | 364 | -0.6 |
| Other International | 333 | -3.2 |
| Canada (domestic) *(YVR)* | 764 | 3.3 |
| **Victoria International Airport** | | |
| Total traffic *(Victoria Airport Authority)* | 123 | 1.0 |
| **Transportation** | **(000s)** | **(%)** |
| **Coquihalla Highway** | | |
| Passenger Vehicles *(Ministry of Transportation & Highways)* | 227 | -2.1 |
| **BC Ferries** | | |
| Vehicle Volume | 705 | -1.3 |
| Passenger Volume *(BC Ferries)* | 1,800 | -0.6 |
| **Exchange Rates** | **Cdn $** | |
| US $ | 0.882 | 0.03 |
| UK Pound | 0.443 | 0.00 |
| Japanese Yen | 104.844 | 4.47 |
| Australian $ *(Statistics Canada)* | 1.065 | -0.01 |

Note: pp. percentage points

**Note to readers**: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

Vancouver (+0.8%) and Victoria (+1.0%) airports were both busier in April. However, traffic volume at BC Ferries decreased with fewer vehicles (-1.3%) and passengers (-0.6%) aboard. In addition, a 2.1% drop in the number of vehicles on the Coquihalla was recorded in April.

Restaurant, caterer and tavern receipts in the province slumped 0.7% (*seasonally adjusted*) in April. A substantial 8.5% drop in receipts of drinking places was mainly responsible for the decline. Receipts also inched down (-0.1%) at food service establishments.

# A look ahead - May 2007

Early returns show that provincial room revenues continued to fall (-0.6%) in May as Mainland/Southwest (-1.9%) and Vancouver Island/Coast (-0.7%), which together account for more than seventy percent of BC's total revenues, saw revenues slump. Room receipts in Thompson-Okanagan (-0.3%) and North Coast (-2.4%) also slipped. However, revenues increased significantly in Nechako (+9.2%), Cariboo (+7.5%), Northeast (+4.9%), and Kootenay (+4.0%).

Overall, revenues at hotels were off 0.4% in May as very large hotels (251+ rooms) recorded a significant 5.0% decline. Motel revenues continued to trend down in May. Revenues at vacation rentals (-1.6%) and fishing lodges, bed and breakfasts, and other types of accommodations (-1.0%) also dipped.

Visitor entries to the province increased 1.9% (*seasonally adjusted*) in May, ending a three-month-long downturn in travel from other countries. Despite the rising Canadian loonie, travel to BC from the US picked up (+1.7%) for the first time since January, while entries from overseas bounced back (+2.9%) after dropping in April. The number of Canadian travellers coming home via BC was up 1.1% in May.

Passenger volume at Vancouver airport decreased 1.3%, but volume through Victoria airport continued to increase (+1.3%) in May. BC Ferries saw increases in both vehicle (+1.2%) and passenger (+0.6%) volume.

### About preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

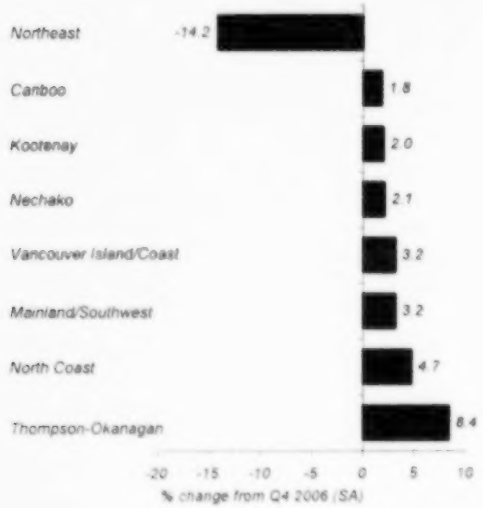
How accurate is the preliminary data? Over 17 reports in 2004 and 2005, BC room revenues changed (rose or fell on a month-over-month basis) on average by 1.7% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

# Special Focus: First Quarter Review of BC's Tourism Sector

## Room Revenues

Room revenues continued to climb (+3.2%) in the first quarter of 2007. Revenues increased in all regions except Northeast (-14.2%), where there was a significant decline in the demand for temporary accommodation for workers. Thompson-Okanagan (+8.4%) outperformed the rest of BC in revenue growth. North Coast (+4.7%) saw revenues trend up for the fifth straight quarter. Revenues in Mainland/Southwest (+3.2%) and Vancouver Island/Coast (+3.2%) advanced again, contributing a great deal to the overall revenue growth in the province. In addition, Nechako (+2.1%), Kootenay (+2.0%), and Cariboo (+1.8%) all posted steady, but somewhat slower in room receipts.

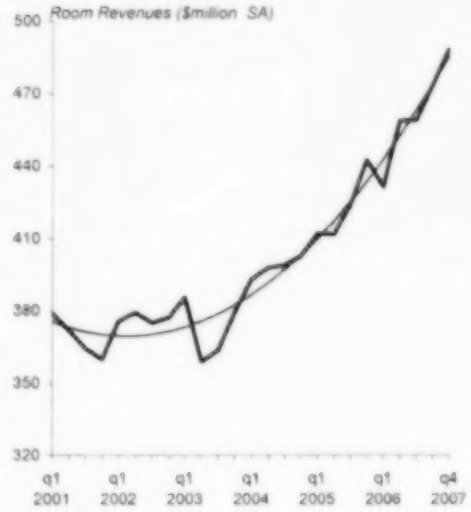
***Revenues grew in all regions except Northeast***




*Source: BC Stats*

Room revenues in the first quarter of 2007 reached a new high of over $480 million, continuing on the strong and rapid upward trend.

***Room revenues continued an upward trend in the first quarter of 2007***

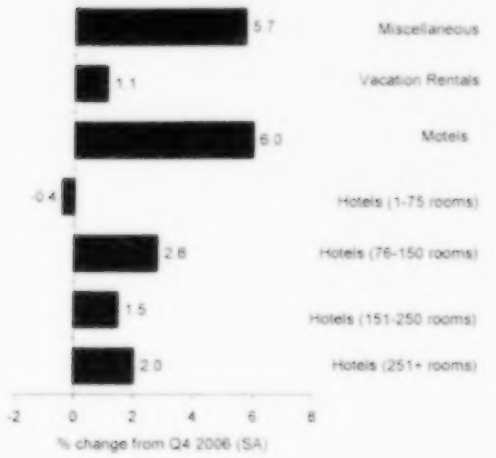



*Source: BC Stats*

Hotel receipts increased 1.8% in the first quarter. Mid-sized hotels (76-150 rooms; +2.8%) saw the strongest growth among all hotels. Very large hotels (250+ rooms; +2.0%) outperformed large hotels (151-250 rooms; +1.5%). However, revenues at small hotels with less than 75 rooms were off 0.4%.

Business remained robust at motels, posting another prominent increase of 6.0% after rapid growth at the end of 2006, and surpassing any other type of accommodations in BC. Other types of accommodations, including bed & breakfasts, fishing lodges and other kinds of short-term accommodations, posted an overall 5.7% increase. In addition, vacation rentals also experienced a 1.1% revenue gain.

*Most types of accommodation establishments experienced growth in room revenues*




Source: BC Stats

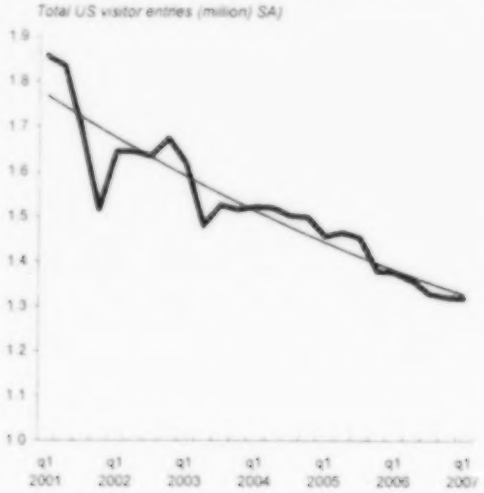
## Visitor entries inched up

Visitor entries to Canada through BC border crossings edged up (+0.3%, *seasonally adjusted*), increasing for the first time since early 2004. Accounting for about 80% of the total visitor entries, US entries inched down (-0.1%). There was a 0.8% drop in the number of overnight visits, which offset a modest increase in same-day visits by Americans (+1.2%).

More overseas guests (+1.7%) arrived in BC with robust increases in entries from Europe (+4.5%) and Oceania (+3.2%). However, Asian entries, the major source of overseas visits, dipped (-1.7%) in the first quarter. Among the overseas markets, Germany (+15.4%), the UK (+11.6%) and Australia (+4.6%) recorded the biggest increases.

The number of Canadians re-entering the country via BC continued to slump (-1.8%) in the first quarter. Canadians made fewer trips to the US (-2.1%), but slightly more visits to overseas countries (+0.1%).

*US entries continued a downward trend*




Source: BC Stats

## Other Indicators

Hotel occupancy rates averaged 56.1% (*seasonally adjusted*) in the first quarter, declining 14.5 percentage points. The average room rates in BC, at $120.60, also decreased (-2.5%) from the last quarter of 2006.

Both the Vancouver (+0.5%) and Victoria (+3.3) airports were busier, experiencing higher passenger volumes. Traffic along the Coquihalla Highway was up 6.9%, while BC Ferries welcomed more vehicles (+2.0%) and passengers (+2.0%) aboard.

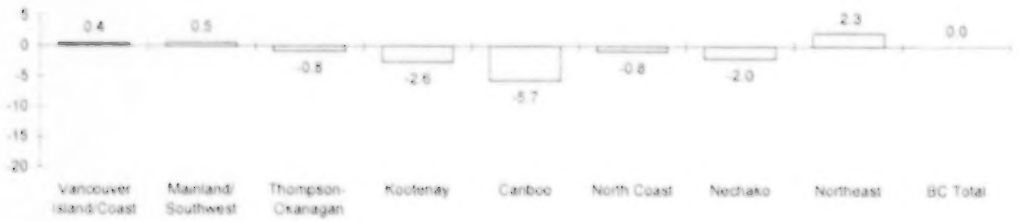
Employment in the major tourism-related industries was virtually unchanged. The number of people working in the accommodation industry showed the biggest drop (-1.3%). Employment in air transportation also slumped (-0.2%). However, industries such as arts, entertainment & recreation (+1.1%) and food & beverage (+0.1%) recorded increases in their employment levels.

BC's restaurant, caterer, and tavern receipts rose 2.3%, as an increase in revenues at food service establishments (+2.6%) offset a decline in sales at drinking places (-2.2%).

## Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

| Period | Vancouver Island/Coast | Mainland Southwest | Thompson Okanagan | Kootenay | Cariboo | North Coast | Nechako | Northeast | BC Total |
|---|---|---|---|---|---|---|---|---|---|
| **Annual data** | | | | | | | | | |
| 2002 | 268,454 | 850,333 | 205,411 | 71,712 | 44,514 | 19,016 | 6,843 | 37,904 | 1,506,188 |
| 2003 | 272,990 | 810,455 | 213,447 | 72,167 | 43,064 | 19,364 | 6,929 | 46,266 | 1,486,681 |
| 2004 | 295,245 | 863,420 | 229,551 | 76,957 | 46,198 | 20,104 | 6,811 | 51,889 | 1,592,176 |
| 2005 | 310,117 | 904,553 | 250,184 | 78,922 | 52,134 | 20,779 | 10,152 | 63,252 | 1,690,093 |
| 2006 | 324,697 | 977,811 | 273,005 | 85,082 | 56,607 | 21,927 | 10,403 | 72,632 | 1,822,164 |
| **Annual growth rates** | | | | | | | | | |
| 2002 | 4.0 | -0.5 | 7.9 | 11.9 | 4.6 | -1.7 | 0.4 | 6.3 | 2.2 |
| 2003 | 1.7 | -4.7 | 3.9 | 0.6 | -3.3 | 1.8 | 1.0 | 22.1 | -1.3 |
| 2004 | 8.2 | 6.5 | 7.5 | 6.6 | 7.3 | 3.8 | -1.3 | 12.2 | 7.1 |
| 2005 | 5.0 | 4.8 | 9.0 | 2.6 | 12.8 | 3.4 | 15.2 | 21.9 | 6.1 |
| 2006 | 4.7 | 8.1 | 9.1 | 7.8 | 8.6 | 5.5 | 2.5 | 14.8 | 7.8 |
| **Monthly data** | | | | | | | | | |
| Apr-06 | 26,419 | 79,459 | 22,130 | 6,871 | 4,751 | 1,697 | 792 | 5,928 | 148,047 |
| May-06 | 26,960 | 82,032 | 22,670 | 7,039 | 4,737 | 1,813 | 841 | 6,890 | 152,982 |
| Jun-06 | 26,834 | 86,649 | 22,791 | 7,149 | 4,567 | 1,836 | 859 | 7,081 | 157,766 |
| Jul-06 | 26,481 | 82,671 | 22,267 | 7,083 | 4,709 | 1,804 | 881 | 6,960 | 152,856 |
| Aug-06 | 26,515 | 81,823 | 23,279 | 7,296 | 4,560 | 1,795 | 867 | 6,888 | 153,022 |
| Sep-06 | 27,000 | 81,489 | 23,435 | 7,090 | 4,722 | 1,894 | 875 | 6,576 | 153,082 |
| Oct-06 | 27,704 | 85,241 | 23,663 | 7,363 | 4,784 | 1,940 | 921 | 5,523 | 157,139 |
| Nov-06 | 28,142 | 85,868 | 23,760 | 7,219 | 4,952 | 2,000 | 927 | 6,421 | 159,288 |
| Dec-06 | 26,449 | 83,353 | 23,845 | 7,632 | 5,080 | 2,041 | 910 | 5,387 | 156,696 |
| Jan-07 | 29,581 | 86,659 | 27,557 | 7,436 | 5,048 | 2,031 | 940 | 5,255 | 164,507 |
| Feb-07 | 28,146 | 87,226 | 24,499 | 7,613 | 5,004 | 2,019 | 939 | 4,370 | 159,766 |
| Mar-07 | 29,236 | 88,594 | 25,185 | 7,608 | 5,038 | 2,210 | 988 | 5,252 | 164,112 |
| Apr-07 | 29,348 | 89,029 | 24,984 | 7,412 | 4,753 | 2,192 | 969 | 5,371 | 164,058 |
| **Month-over-month growth rates** | | | | | | | | | |
| Apr-06 | 0.0 | 2.4 | 3.5 | 3.0 | 2.5 | 0.1 | -1.0 | 9.1 | 2.4 |
| May-06 | 2.0 | 3.2 | 2.4 | 2.5 | -0.3 | 6.8 | 6.2 | 16.2 | 3.3 |
| Jun-06 | -0.5 | 5.6 | 0.5 | 1.6 | -3.6 | 1.3 | 2.2 | 2.8 | 3.1 |
| Jul-06 | -1.3 | -4.6 | -2.3 | -0.9 | 3.1 | -1.7 | 2.5 | -1.7 | -3.1 |
| Aug-06 | 0.1 | -1.0 | 4.5 | 3.0 | -3.2 | -0.5 | -1.7 | -1.0 | 0.1 |
| Sep-06 | 1.8 | -0.4 | 0.7 | -2.8 | 3.6 | 5.5 | 1.0 | -4.5 | 0.0 |
| Oct-06 | 2.6 | 4.6 | 1.0 | 3.9 | 1.3 | 2.4 | 5.3 | -16.0 | 2.7 |
| Nov-06 | 1.6 | 0.7 | 0.4 | -2.0 | 3.5 | 3.1 | 0.6 | 16.3 | 1.4 |
| Dec-06 | 1.1 | -2.9 | 0.4 | 5.7 | 2.6 | 2.1 | -1.8 | -16.1 | -1.6 |
| Jan-07 | 4.0 | 4.0 | 15.6 | -2.6 | -0.6 | -0.5 | 3.3 | -2.5 | 5.0 |
| Feb-07 | -4.9 | 0.7 | -11.1 | 2.4 | -0.9 | -0.6 | -5.4 | -16.8 | -2.9 |
| Mar-07 | 3.9 | 1.6 | 2.8 | -0.1 | 0.7 | 9.5 | 11.2 | 20.2 | 2.7 |
| Apr-07 | 0.4 | 0.5 | -0.8 | -2.6 | -5.7 | -0.8 | -2.0 | 2.3 | 0.0 |

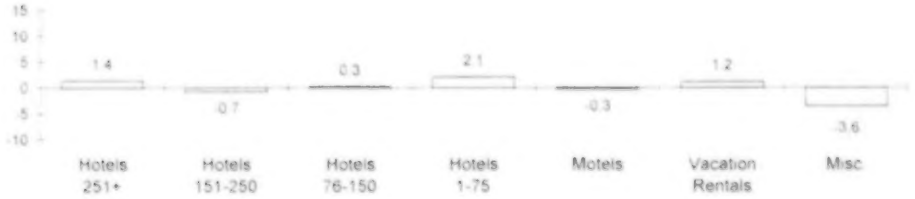
**April month-over-month percent growth**



## Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

| Period | Hotels (Rooms) | | | | Motels | Vacation Rentals | Miscellaneous (incl. Fishing Lodges) |
|---|---|---|---|---|---|---|---|
| | 251+ | 151-250 | 76-150 | 1-75 | | | |
| **Annual data** | | | | | | | |
| 2002 | 465,543 | 188,385 | 297,026 | 174,173 | 181,785 | 112,442 | 86,833 |
| 2003 | 437,892 | 180,831 | 297,403 | 174,262 | 181,383 | 119,487 | 95,423 |
| 2004 | 467,820 | 198,608 | 321,679 | 185,673 | 195,057 | 124,438 | 98,902 |
| 2005 | 483,529 | 211,406 | 346,496 | 203,087 | 210,872 | 133,422 | 101,283 |
| 2006 | 513,978 | 230,059 | 379,559 | 221,171 | 234,119 | 135,298 | 107,979 |
| **Annual growth rates** | | | | | | | |
| 2002 | 3.5 | -4.6 | 0.9 | 0.7 | 3.1 | 4.9 | 14.7 |
| 2003 | -5.9 | -4.0 | 0.1 | 0.1 | -0.2 | 6.3 | 9.9 |
| 2004 | 6.8 | 9.8 | 8.2 | 6.5 | 7.5 | 4.1 | 3.6 |
| 2005 | 3.4 | 6.4 | 7.7 | 9.4 | 8.1 | 7.2 | 2.4 |
| 2006 | 6.3 | 8.8 | 9.5 | 8.9 | 11.0 | 1.4 | 6.6 |
| **Monthly data** | | | | | | | |
| Apr-06 | 41,916 | 18,396 | 30,930 | 18,346 | 19,060 | 10,902 | 8,583 |
| May-06 | 42,988 | 19,726 | 32,099 | 18,600 | 19,313 | 12,026 | 9,032 |
| Jun-06 | 46,166 | 19,267 | 31,559 | 18,567 | 19,034 | 11,916 | 9,457 |
| Jul-06 | 43,157 | 19,123 | 31,672 | 18,462 | 18,721 | 11,921 | 9,526 |
| Aug-06 | 42,386 | 19,076 | 31,730 | 18,439 | 19,205 | 11,893 | 9,316 |
| Sep-06 | 41,744 | 19,442 | 32,177 | 18,625 | 19,152 | 11,661 | 9,384 |
| Oct-06 | 44,767 | 21,007 | 32,955 | 19,007 | 20,116 | 11,129 | 9,544 |
| Nov-06 | 44,373 | 20,704 | 33,379 | 19,423 | 20,267 | 11,816 | 9,498 |
| Dec-06 | 43,591 | 19,816 | 33,018 | 18,819 | 20,776 | 11,575 | 9,822 |
| Jan-07 | 45,420 | 20,616 | 33,855 | 19,128 | 22,460 | 12,021 | 10,093 |
| Feb-07 | 44,960 | 20,676 | 33,935 | 18,770 | 21,454 | 10,604 | 9,952 |
| Mar-07 | 45,044 | 21,153 | 34,347 | 19,119 | 20,889 | 12,272 | 10,458 |
| Apr-07 | 45,653 | 21,006 | 34,435 | 19,526 | 20,819 | 12,419 | 10,084 |
| **Month-over-month growth rates** | | | | | | | |
| Apr-06 | 2.2 | 0.0 | 3.9 | 3.2 | -1.8 | 0.7 | 6.0 |
| May-06 | 2.6 | 7.2 | 3.8 | 1.4 | 1.3 | 10.3 | 5.2 |
| Jun-06 | 7.4 | -2.3 | -1.7 | -0.2 | -1.4 | -0.9 | 4.7 |
| Jul-06 | -6.5 | -0.7 | 0.4 | -0.6 | -1.6 | 0.0 | 0.7 |
| Aug-06 | -1.8 | -0.2 | 0.2 | -0.1 | 2.6 | -0.2 | -2.2 |
| Sep-06 | -1.5 | 1.9 | 1.4 | 1.0 | -0.3 | -1.9 | 0.7 |
| Oct-06 | 7.2 | 8.1 | 2.4 | 2.0 | 5.0 | -4.6 | 1.7 |
| Nov-06 | -0.9 | -1.4 | 1.3 | 2.2 | 0.8 | 6.2 | -0.5 |
| Dec-06 | -1.8 | -4.3 | -1.1 | -3.1 | 2.5 | -2.0 | 3.4 |
| Jan-07 | 4.2 | 4.0 | 2.5 | 1.6 | 8.1 | 3.8 | 2.8 |
| Feb-07 | -1.0 | 0.3 | 0.2 | -1.9 | -4.5 | -11.8 | -1.4 |
| Mar-07 | 0.2 | 2.3 | 1.2 | 1.9 | -2.6 | 15.7 | 5.1 |
| Apr-07 | 1.4 | -0.7 | 0.3 | 2.1 | -0.3 | 1.2 | -3.6 |

**April month-over-month percent growth**



## Table 3: Unadjusted Room Revenue by Regional District

| Development Region/ Regional District | Revenue ($000) Apr-07 | Revenue ($000) YTD 07 | Revenue % change from Apr-06 | Revenue % change from YTD 06 | Properties (#) Apr-07 | Properties # chg from Apr-06 | Rooms (#) Apr-07 | Rooms # chg from Apr-06 |
|---|---|---|---|---|---|---|---|---|
| **Vancouver Island/Coast** | | | | | | | | |
| **17 Capital** | | | | | | | | |
| Total - All accommodation types | **13,993** | **41,602** | **7.4** | **5.7** | **167** | **-5** | **8,167** | **-348** |
| Total - Hotels | 11,570 | 34,733 | 7.3 | 5.0 | 85 | -2 | 5,499 | -329 |
| 76+ Rooms | 9,029 | 27,012 | 9.4 | 6.6 | 26 | -1 | 3,927 | -249 |
| 1-75 Rooms | 2,541 | 7,721 | 0.4 | -0.3 | 39 | -1 | 1,572 | -80 |
| Motels | 1,303 | 3,889 | 26.1 | 21.0 | 25 | -2 | 1,067 | -53 |
| Vacation Rentals | 327 | 818 | -39.0 | -32.8 | 27 | -1 | 317 | 10 |
| **19 Cowichan Valley** | | | | | | | | |
| Total - All accommodation types | **698** | **2,357** | **2.1** | **13.5** | **35** | **-2** | **633** | **-35** |
| Motels | 143 | 542 | -5.2 | 22.4 | 15 | -2 | 279 | -52 |
| **21 Nanaimo** | | | | | | | | |
| Total - All accommodation types | **3,128** | **10,543** | **4.8** | **12.6** | **62** | **-2** | **2,401** | **-70** |
| Total - Hotels | 1,685 | 6,134 | 2.6 | 15.2 | 18 | 0 | 1,095 | -54 |
| Motels | 591 | 2,013 | 16.6 | 18.6 | 22 | 0 | 627 | 0 |
| Vacation Rentals | 755 | 2,036 | 3.0 | -1.1 | 18 | -1 | 564 | -12 |
| **23 Alberni-Clayoquot** | | | | | | | | |
| Total - All accommodation types | **2,921** | **9,116** | **14.7** | **5.6** | **60** | **-1** | **1,398** | **-46** |
| Motels | 236 | 745 | 10.2 | 3.9 | 19 | -1 | 381 | -27 |
| Motels | 1,242 | 3,798 | 16.1 | 2.8 | 15 | -5 | 354 | |
| Vacation Rentals | 1,242 | 3,798 | 16.1 | 2.8 | 15 | 2 | 354 | 25 |
| Miscellaneous | 362 | 1,216 | 51.3 | 16.8 | 12 | -2 | 352 | 128 |
| **25 Comox-Strathcona** | | | | | | | | |
| Total - All accommodation types | **2,621** | **9,257** | **37.0** | **25.1** | **63** | **3** | **1,734** | **38** |
| Motels | 610 | 2,440 | 17.3 | 26.9 | 21 | 1 | 603 | 15 |
| **27 Powell River** | | | | | | | | |
| Total - All accommodation types | **242** | **1,033** | **-19.7** | **0.7** | **19** | **2** | **397** | **29** |
| **43 Mount Waddington** | | | | | | | | |
| Total - All accommodation types | **277** | **1,238** | **-9.1** | **21.9** | **16** | **-1** | **562** | **-29** |
| **Mainland/Southwest** | | | | | | | | |
| **09 Fraser Valley** | | | | | | | | |
| Total - All accommodation types | **3,170** | **12,284** | **3.1** | **6.5** | **69** | **4** | **2,461** | **8** |
| Total - Hotels | 2,360 | 8,849 | 1.0 | 5.0 | 18 | 0 | 1,362 | 0 |
| Motels | 671 | 2,203 | 8.6 | 7.9 | 35 | 0 | 910 | -18 |
| **15 Greater Vancouver** | | | | | | | | |
| Total - All accommodation types | **51,899** | **193,563** | **7.4** | **8.3** | **222** | **-13** | **25,639** | **-792** |
| Total - Hotels | 49,488 | 182,630 | 7.7 | 8.3 | 157 | -8 | 22,786 | -686 |
| 251+ Rooms | 25,251 | 93,534 | 4.7 | 4.2 | 22 | -2 | 8,940 | -532 |
| 151-250 Rooms | 10,104 | 37,726 | 13.2 | 18.6 | 26 | -1 | 5,061 | -51 |
| 76-150 Rooms | 10,464 | 38,223 | 9.9 | 8.9 | 54 | -1 | 5,824 | -85 |
| 1-75 Rooms | 3,669 | 13,146 | 7.7 | 9.5 | 55 | -4 | 2,961 | -18 |
| Motels | 1,370 | 4,966 | 4.0 | 1.8 | 31 | -2 | 1,442 | -70 |
| Vacation Rentals | 783 | 4,871 | 20.8 | 20.3 | 15 | -4 | 501 | -196 |
| **29 Sunshine Coast** | | | | | | | | |
| Total - All accommodation types | **381** | **1,412** | **8.7** | **23.1** | **17** | **-1** | **344** | **-2** |
| **31 Squamish-Lillooet** | | | | | | | | |
| Total - All accommodation types | **17,151** | **108,624** | **26.5** | **23.7** | **91** | **-8** | **7,323** | **-142** |
| Total - Hotels | 14,184 | 88,417 | 20.2 | 20.5 | 44 | -2 | 5,624 | -87 |
| 1-75 Rooms | 925 | 5,544 | 11.4 | 8.3 | 17 | -2 | 614 | -87 |
| Vacation Rentals | 2,330 | 16,702 | 69.5 | 42.3 | 28 | -2 | 1,222 | -46 |
| Miscellaneous | 427 | 2,952 | 63.6 | 29.9 | 11 | -3 | 250 | -19 |
| **Thompson/Okanagan** | | | | | | | | |
| **07 Okanagan-Similkameen** | | | | | | | | |
| Total - All accommodation types | **2,552** | **7,673** | **12.7** | **8.0** | **93** | **-1** | **2,820** | **-14** |
| Total - Hotels | 1,313 | 4,069 | 2.8 | 1.6 | 15 | 0 | 1,086 | 12 |
| Motels | 963 | 2,359 | 16.3 | 6.0 | 60 | 0 | 1,481 | 5 |

## Table 3: Unadjusted Room Revenue by Regional District

| Development Region/ Regional District | Revenue | | | | Properties | | Rooms | |
|---|---|---|---|---|---|---|---|---|
| | ($000) | | % change from | | (#) | # chg from | (#) | # chg from |
| | Apr-07 | YTD 07 | Apr-06 | YTD 06 | Apr-07 | Apr-06 | Apr-07 | Apr-06 |
| **33 Thompson-Nicola** | | | | | | | | |
| Total - All accommodation types | **4,663** | **21,737** | **9.6** | **11.2** | **134** | **-2** | **5,175** | **-131** |
| Total - Hotels | 2,515 | 9,993 | 9.7 | 15.8 | 35 | 0 | 2,263 | 31 |
| 76+ Rooms | 2,161 | 8,584 | 12.4 | 18.4 | 13 | 1 | 1,478 | 90 |
| 1-75 Rooms | 354 | 1,409 | -4.3 | 2.1 | 22 | -1 | 785 | -59 |
| Motels | 1,737 | 5,172 | 13.3 | 11.5 | 75 | -3 | 2,199 | -135 |
| **35 Central Okanagan** | | | | | | | | |
| Total - All accommodation types | **5,453** | **24,021** | **8.9** | **18.8** | **55** | **-2** | **3,860** | **196** |
| Total - Hotels | 4,025 | 14,933 | 11.1 | 16.9 | 18 | -4 | 1,817 | -99 |
| Motels | 893 | 2,508 | -5.7 | 0.1 | 17 | -3 | 825 | -174 |
| **37 North Okanagan** | | | | | | | | |
| Total - All accommodation types | **1,445** | **8,726** | **10.5** | **26.7** | **42** | **0** | **1,643** | **-88** |
| Motels | 569 | 1,718 | 18.1 | 16.4 | 18 | 0 | 586 | 0 |
| **39 Columbia-Shuswap** | | | | | | | | |
| Total - All accommodation types | **2,580** | **13,859** | **10.5** | **20.8** | **87** | **-5** | **3,059** | **96** |
| Total - Hotels | 1,075 | 5,186 | 14.7 | 31.1 | 20 | 2 | 1,134 | 135 |
| Motels | 1,108 | 4,350 | 16.0 | 22.4 | 41 | -2 | 1,490 | 1 |
| **Kootenay** | | | | | | | | |
| **01 East Kootenay** | | | | | | | | |
| Total - All accommodation types | **3,358** | **21,189** | **4.5** | **10.5** | **107** | **-2** | **4,456** | **200** |
| Total - Hotels | 1,346 | 7,327 | 18.0 | 14.1 | 31 | 4 | 1,852 | 308 |
| Motels | 649 | 2,512 | -1.2 | 4.0 | 40 | -5 | 945 | -101 |
| Vacation Rentals | 596 | 6,647 | -9.3 | 11.7 | 15 | -1 | 956 | -29 |
| **03 Central Kootenay** | | | | | | | | |
| Total - All accommodation types | **1,539** | **5,855** | **12.2** | **11.0** | **68** | **-4** | **1,572** | **2** |
| Total - Hotels | 937 | 3,229 | 13.8 | 8.0 | 16 | -2 | 744 | -16 |
| Motels | 353 | 1,225 | 10.0 | 10.4 | 26 | -1 | 500 | -11 |
| **05 Kootenay Boundary** | | | | | | | | |
| Total - All accommodation types | **434** | **2,420** | **-2.6** | **10.3** | **29** | **-1** | **649** | **14** |
| Motels | 244 | 853 | -4.3 | -6.0 | 21 | -1 | 408 | 14 |
| **Cariboo** | | | | | | | | |
| **41 Cariboo** | | | | | | | | |
| Total - All accommodation types | **1,365** | **4,335** | **8.1** | **2.9** | **57** | **-9** | **1,666** | **-123** |
| Motels | 836 | 2,530 | 12.2 | 1.9 | 34 | -2 | 1,013 | -38 |
| **53 Fraser-Fort George** | | | | | | | | |
| Total - All accommodation types | **2,848** | **10,765** | **-3.5** | **8.5** | **52** | **1** | **2,542** | **13** |
| Total - Hotels | 2,151 | 8,013 | -1.1 | 9.2 | 19 | 1 | 1,474 | 27 |
| Motels | 636 | 2,337 | -11.4 | 5.4 | 27 | -1 | 953 | -22 |
| **North Coast** | | | | | | | | |
| **47 Skeena-Queen Charlotte** | | | | | | | | |
| Total - All accommodation types | **611** | **2,295** | **35.5** | **26.9** | **32** | **1** | **989** | **36** |
| 151-250 Rooms | 159 | 597 | 52.8 | 41.9 | 11 | 11 | 328 | 0 |
| **49 Kitimat-Stikine** | | | | | | | | |
| Total - All accommodation types | **726** | **2,645** | **24.4** | **22.8** | **32** | **1** | **821** | **20** |
| Motels | 295 | 1,073 | 32.6 | 38.8 | 18 | 1 | 430 | 23 |
| **Nechako** | | | | | | | | |
| **51 Bulkley-Nechako + 57 Stikine** | | | | | | | | |
| Total - All accommodation types | **671** | **2,690** | **22.7** | **14.5** | **40** | **-1** | **1,064** | **-33** |
| Motels | 385 | 1,510 | 17.2 | 4.8 | 23 | -1 | 643 | -44 |
| **Northeast** | | | | | | | | |
| **55 Peace River + 59 Northern Rockies** | | | | | | | | |
| Total - All accommodation types | **4,708** | **24,220** | **-9.0** | **-2.3** | **64** | **2** | **3,162** | **117** |
| Total - Hotels | 1,996 | 12,448 | -3.0 | 4.6 | 26 | 2 | 1,712 | 135 |
| Motels | 1,505 | 8,521 | -18.5 | 2.5 | 31 | -2 | 983 | -35 |

"-" Data for regions with fewer than 10 properties reporting can not be released.

## Table 4: Unadjusted Room Revenue by Urban Centre

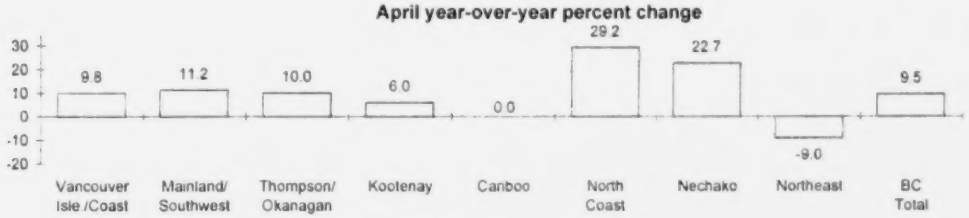
| Development Region/ Urban Centre | Revenue | | | | Properties | | Rooms | |
|---|---|---|---|---|---|---|---|---|
| | ($000) | | % change from | | (#) | # chg from | (#) | # chg from |
| | Apr-07 | YTD 07 | Apr-06 | YTD 06 | Apr-07 | Apr-06 | Apr-07 | Apr-06 |
| **Vancouver Island/Coast** | **23,954** | **75,445** | **9.8** | **9.2** | **418** | **-9** | **15,389** | **-451** |
| Victoria (C) | 11,668 | 34,470 | 11.0 | 7.4 | 82 | -2 | 5,842 | -213 |
| Other CRD | 1,589 | 4,792 | -12.0 | -3.8 | 63 | -9 | 1,980 | -149 |
| Nanaimo (C) | 1,865 | 7,021 | 8.7 | 23.3 | 22 | -1 | 1,230 | -4 |
| Port Alberni (C) | 362 | 1,216 | 51.3 | 16.8 | 12 | -1 | 352 | -18 |
| Courtenay (C) | 1,192 | 4,059 | 58.8 | 23.1 | 12 | 0 | 466 | 18 |
| Rest of Development Region | 7,278 | 23,888 | 7.3 | 8.8 | 239 | 4 | 5,519 | -85 |
| **Mainland/Southwest** | **72,600** | **315,882** | **11.2** | **13.1** | **399** | **-18** | **35,757** | **-928** |
| Downtown Vancouver (C) | 31,334 | 112,112 | 5.6 | 5.8 | 77 | -10 | 12,457 | -687 |
| Other Vancouver (C) | 2,950 | 12,590 | 11.4 | 14.5 | 31 | -1 | 2,846 | -70 |
| Richmond (C) | 8,638 | 35,813 | 9.0 | 12.7 | 24 | -1 | 4,104 | -158 |
| Burnaby (C) | 2,227 | 8,022 | 9.7 | 6.6 | 10 | 0 | 1,321 | 341 |
| Other GVRD | 6,747 | 25,022 | 11.6 | 11.1 | 79 | -2 | 4,893 | 105 |
| Whistler (DM) | 16,357 | 105,476 | 25.9 | 23.5 | 66 | -8 | 6,604 | -174 |
| Rest of Development Region | 4,347 | 16,847 | 8.7 | 12.1 | 112 | 4 | 3,532 | -285 |
| **Thompson/Okanagan** | **16,694** | **76,016** | **10.0** | **16.2** | **411** | **-10** | **16,557** | **59** |
| Penticton (C) | 1,600 | 4,624 | 20.7 | 4.9 | 35 | -1 | 1,497 | -40 |
| Kamloops (C) | 3,512 | 17,625 | 4.9 | 9.5 | 65 | 2 | 3,627 | -1 |
| Kelowna (C) | 4,907 | 22,608 | 6.0 | 18.5 | 45 | -3 | 3,247 | -1 |
| Vernon (C) | 1,392 | 8,515 | 12.2 | 26.9 | 33 | 1 | 1,502 | -64 |
| Revelstoke (C) | 1,025 | 5,214 | 13.0 | 15.3 | 27 | 1 | 1,023 | 43 |
| Rest of Development Region | 4,258 | 17,430 | 14.4 | 19.1 | 206 | -10 | 5,661 | 122 |
| **Kootenay** | **5,330** | **29,464** | **6.0** | **10.6** | **204** | **-7** | **6,677** | **216** |
| Cranbrook (C) | 671 | 2,611 | 14.1 | 23.0 | 19 | 3 | 917 | 158 |
| Nelson (C) | 584 | 2,341 | 18.2 | 15.1 | 15 | 1 | 523 | 45 |
| Rest of Development Region | 4,076 | 24,512 | 3.2 | 9.0 | 185 | -10 | 5,760 | 58 |
| **Cariboo** | **4,214** | **15,100** | **-0.0** | **6.8** | **109** | **-8** | **4,208** | **-110** |
| Quesnel (C) | 375 | 984 | 11.0 | -1.0 | 12 | 0 | 443 | 0 |
| Williams Lake (C) | 488 | 1,500 | 15.3 | 8.6 | 11 | 0 | 536 | 2 |
| Prince George (C) | 2,254 | 8,048 | -5.7 | 4.4 | 28 | 1 | 1,766 | 27 |
| Rest of Development Region | 1,098 | 4,568 | 3.3 | 12.8 | 58 | -9 | 1,463 | -139 |
| **North Coast** | **1,337** | **4,940** | **29.2** | **24.6** | **64** | **2** | **1,810** | **56** |
| Prince Rupert (C) | 515 | 1,935 | 40.8 | 26.8 | 17 | 0 | 784 | 0 |
| Terrace (C) | 488 | 1,641 | 26.3 | 22.3 | 11 | 0 | 402 | -4 |
| Rest of Development Region | 334 | 1,365 | 18.1 | 24.5 | 36 | 2 | 624 | 60 |
| **Nechako** | **671** | **2,690** | **22.7** | **14.5** | **40** | **-1** | **1,064** | **-33** |
| Smithers (T) | 365 | 1,369 | 24.0 | 23.2 | 12 | -1 | 417 | -5 |
| Rest of Development Region | 306 | 1,321 | 21.3 | 6.7 | 28 | 0 | 647 | 225 |
| **Northeast** | **4,708** | **24,220** | **-9.0** | **-2.3** | **64** | **2** | **3,162** | **117** |
| Dawson Creek (C) | 616 | 3,838 | -32.4 | -5.6 | 15 | 1 | 609 | 93 |
| Fort St. John (C) | 1,576 | 9,931 | -21.4 | -3.8 | 16 | 0 | 1,046 | 0 |
| Rest of Development Region | 2,516 | 10,451 | 11.4 | 0.6 | 33 | 1 | 1,507 | 24 |

"-" Data for regions with fewer than 10 properties reporting can not be released.

## Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

| Period | Vancouver Island/Coast | Mainland Southwest | Thompson Okanagan | Kootenay | Cariboo | North Coast | Nechako | Northeast | Total |
|---|---|---|---|---|---|---|---|---|---|
| **Annual data** | | | | | | | | | |
| 2002 | 268,454 | 850,333 | 205,411 | 71,712 | 44,514 | 19,016 | 8,843 | 37,904 | 1,506,188 |
| 2003 | 272,990 | 810,455 | 213,447 | 72,167 | 43,064 | 19,364 | 8,929 | 46,266 | 1,486,681 |
| 2004 | 295,245 | 863,420 | 229,551 | 76,957 | 46,198 | 20,104 | 8,811 | 51,889 | 1,592,176 |
| 2005 | 310,117 | 904,553 | 250,184 | 78,922 | 52,134 | 20,779 | 10,152 | 63,252 | 1,690,093 |
| 2006 | 324,697 | 977,811 | 273,004 | 85,082 | 56,607 | 21,927 | 10,403 | 72,632 | 1,822,163 |
| **Annual growth rates** | | | | | | | | | |
| 2002 | 4.0 | -0.5 | 7.9 | 11.9 | 4.6 | -1.7 | 0.4 | 6.3 | 2.2 |
| 2003 | 1.7 | -4.7 | 3.9 | 0.6 | -3.3 | 1.8 | 1.0 | 22.1 | -1.3 |
| 2004 | 8.2 | 6.5 | 7.5 | 6.6 | 7.3 | 3.8 | -1.3 | 12.2 | 7.1 |
| 2005 | 5.0 | 4.8 | 9.0 | 2.6 | 12.8 | 3.4 | 15.2 | 21.9 | 6.1 |
| 2006 | 4.7 | 8.1 | 9.1 | 7.8 | 8.6 | 5.5 | 2.5 | 14.8 | 7.8 |
| **Monthly data** | | | | | | | | | |
| Apr-06 | 21,809 | 65,299 | 15,171 | 5,029 | 4,214 | 1,035 | 546 | 5,175 | 118,279 |
| May-06 | 29,007 | 82,732 | 21,585 | 5,733 | 5,047 | 1,766 | 807 | 4,613 | 151,290 |
| Jun-06 | 35,072 | 101,555 | 26,284 | 6,675 | 5,630 | 3,096 | 1,105 | 6,198 | 185,617 |
| Jul-06 | 46,646 | 111,202 | 41,336 | 10,939 | 6,913 | 3,601 | 1,220 | 7,052 | 228,911 |
| Aug-06 | 52,844 | 115,547 | 46,715 | 12,072 | 6,894 | 3,420 | 1,284 | 6,947 | 245,723 |
| Sep-06 | 38,204 | 93,594 | 28,093 | 8,495 | 6,276 | 2,670 | 1,304 | 6,701 | 185,338 |
| Oct-06 | 23,109 | 68,031 | 17,168 | 5,154 | 4,832 | 1,392 | 1,087 | 5,866 | 126,638 |
| Nov-06 | 15,554 | 55,638 | 10,841 | 3,207 | 3,627 | 1,168 | 706 | 5,946 | 96,687 |
| Dec-06 | 15,200 | 70,266 | 15,541 | 6,169 | 3,252 | 851 | 539 | 4,530 | 116,348 |
| Jan-07 | 13,239 | 72,744 | 18,095 | 6,822 | 3,150 | 861 | 588 | 5,712 | 121,211 |
| Feb-07 | 16,123 | 80,190 | 18,849 | 8,694 | 3,369 | 1,226 | 600 | 6,172 | 135,223 |
| Mar-07 | 22,129 | 90,348 | 22,378 | 8,618 | 4,367 | 1,516 | 832 | 7,628 | 157,815 |
| Apr-07 | 23,954 | 72,600 | 16,694 | 5,330 | 4,214 | 1,337 | 671 | 4,708 | 129,508 |
| **Year-over-year percent changes** | | | | | | | | | |
| Apr-06 | 2.5 | 8.5 | 12.8 | 4.0 | 0.0 | 2.4 | -14.9 | 49.7 | 8.4 |
| May-06 | 4.9 | 12.8 | 9.2 | 8.2 | 9.4 | -6.7 | -2.2 | 43.9 | 10.7 |
| Jun-06 | 5.7 | 17.5 | 10.3 | 10.5 | 7.3 | 6.1 | 10.1 | 49.3 | 14.0 |
| Jul-06 | 2.3 | 11.6 | 4.8 | 4.8 | 7.8 | 3.9 | 11.6 | 49.8 | 8.6 |
| Aug-06 | 3.5 | 6.7 | 16.1 | 11.3 | 9.5 | 2.2 | 4.0 | 53.0 | 8.8 |
| Sep-06 | 5.3 | 2.2 | 12.1 | 3.0 | 8.9 | 11.3 | 4.8 | 32.1 | 5.5 |
| Oct-06 | 15.6 | 11.8 | 16.6 | 10.7 | 10.0 | 21.1 | 15.8 | -4.5 | 12.2 |
| Nov-06 | 3.9 | 2.1 | 6.8 | 6.1 | 8.7 | 16.1 | 8.1 | 22.9 | 4.6 |
| Dec-06 | 3.3 | 4.1 | 7.4 | 18.3 | 6.9 | 22.7 | 3.1 | -1.0 | 5.1 |
| Jan-07 | 11.0 | 12.4 | 24.1 | 4.9 | 10.2 | 24.1 | 13.3 | 4.8 | 13.0 |
| Feb-07 | 4.0 | 15.0 | 11.7 | 15.8 | 10.5 | 13.5 | 0.4 | -2.0 | 12.1 |
| Mar-07 | 11.6 | 13.7 | 18.9 | 13.4 | 8.8 | 31.4 | 21.1 | -2.9 | 13.2 |
| Apr-07 | 9.8 | 11.2 | 10.0 | 6.0 | 0.0 | 29.2 | 22.7 | -9.0 | 9.5 |

**April year-over-year percent change**



## Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

| Period | International | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Total | USA | | | Overseas | | | |
| | | Total* | Same-day | Overnight | Total | Asia | Europe | Oceania** |
| **Annual data** | | | | | | | | |
| 2002 | 7,970.8 | 6,595.9 | 2,808.1 | 3,787.8 | 1,374.9 | 764.0 | 411.8 | 118.0 |
| 2003 | 7,335.3 | 6,137.4 | 2,580.7 | 3,556.8 | 1,197.8 | 577.6 | 410.1 | 124.8 |
| 2004 | 7,447.7 | 6,039.1 | 2,477.6 | 3,561.5 | 1,408.7 | 715.8 | 458.1 | 144.3 |
| 2005 | 7,224.8 | 5,751.0 | 2,314.5 | 3,436.5 | 1,473.8 | 723.5 | 493.7 | 157.1 |
| 2006 | 6,846.0 | 5,379.8 | 1,944.6 | 3,435.2 | 1,466.1 | 716.9 | 492.7 | 154.7 |
| **Annual percent changes** | | | | | | | | |
| 2002 | -4.1 | -4.3 | -13.8 | 4.2 | -3.0 | 4.4 | -11.7 | -10.5 |
| 2003 | -8.0 | -7.0 | -8.1 | -6.1 | -12.9 | -24.4 | -0.4 | 5.8 |
| 2004 | 1.5 | -1.6 | -4.0 | 0.1 | 17.6 | 23.9 | 11.7 | 15.6 |
| 2005 | -3.0 | -4.8 | -6.6 | -3.5 | 4.6 | 1.1 | 7.8 | 8.9 |
| 2006 | -5.2 | -6.5 | -16.0 | 0.0 | -0.5 | -0.9 | -0.2 | -1.5 |
| **Monthly data** | | | | | | | | |
| May-06 | 573 | 450 | 158 | 292 | 123 | 58 | 43 | 13 |
| Jun-06 | 575 | 451 | 158 | 292 | 125 | 60 | 42 | 14 |
| Jul-06 | 562 | 439 | 158 | 281 | 123 | 60 | 43 | 13 |
| Aug-06 | 567 | 443 | 161 | 281 | 124 | 60 | 43 | 13 |
| Sep-06 | 569 | 446 | 158 | 288 | 123 | 60 | 42 | 13 |
| Oct-06 | 571 | 449 | 157 | 291 | 122 | 60 | 40 | 13 |
| Nov-06 | 559 | 436 | 145 | 291 | 123 | 60 | 41 | 13 |
| Dec-06 | 560 | 435 | 153 | 282 | 125 | 62 | 40 | 13 |
| Jan-07 | 568 | 444 | 154 | 289 | 125 | 60 | 42 | 13 |
| Feb-07 | 564 | 439 | 152 | 287 | 125 | 59 | 43 | 13 |
| Mar-07 | 561 | 436 | 155 | 281 | 125 | 59 | 42 | 14 |
| Apr-07 | 554 | 431 | 150 | 281 | 123 | 57 | 41 | 14 |
| May-07 | 565 | 439 | 152 | 287 | 126 | 58 | 42 | 15 |
| **Month-over-month growth rates** | | | | | | | | |
| May-06 | -1.1 | -1.5 | -3.7 | -0.2 | 0.5 | -1.5 | 2.2 | 1.6 |
| Jun-06 | 0.4 | 0.2 | 0.3 | 0.1 | 1.2 | 2.2 | -2.1 | 1.5 |
| Jul-06 | -2.3 | -2.6 | -0.1 | -4.0 | -1.2 | 1.0 | 0.5 | -5.6 |
| Aug-06 | 0.8 | 0.8 | 2.0 | 0.1 | 0.9 | -0.4 | 0.6 | 4.2 |
| Sep-06 | 0.4 | 0.8 | -2.0 | 2.5 | -1.2 | 0.3 | -2.5 | -1.2 |
| Oct-06 | 0.3 | 0.6 | -0.4 | 1.1 | -0.9 | -0.5 | -3.4 | -4.5 |
| Nov-06 | -2.1 | -2.9 | -8.2 | -0.1 | 1.0 | -0.4 | 2.7 | -0.6 |
| Dec-06 | 0.2 | -0.1 | 5.7 | -3.0 | 1.4 | 3.3 | -2.8 | 5.3 |
| Jan-07 | 1.5 | 2.0 | 0.9 | 2.5 | 0.0 | -2.9 | 5.0 | -2.9 |
| Feb-07 | -0.7 | -1.0 | -1.6 | -0.8 | 0.6 | -1.5 | 2.2 | 2.2 |
| Mar-07 | -0.6 | -0.8 | 1.8 | -2.2 | 0.0 | 0.4 | -2.6 | 4.2 |
| Apr-07 | -1.2 | -1.0 | -2.7 | 0.0 | -2.2 | -3.1 | -2.2 | 4.0 |
| May-07 | 1.9 | 1.7 | 0.9 | 2.1 | 2.9 | 0.5 | 3.2 | 6.5 |

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

## Table 7: Transportation Indicators, Seasonally Adjusted

| Period | Air Passenger Traffic (000s) | | | | | Other Transportation (000s) | | |
|---|---|---|---|---|---|---|---|---|
| | Vancouver | | | | Victoria | BC Ferries | | Coquihalla Hwy |
| | Total | Domestic | Trans-border | Other Int'l. | Total | Vehicles | Passengers | Passenger Vehicles |
| **Annual data** | | | | | | | | |
| 2002 | 14,878 | 7,422 | 3,855 | 3,600 | 1,102 | 8,272 | 21,540 | 2,530 |
| 2003 | 14,322 | 7,267 | 3,814 | 3,241 | 1,183 | 8,263 | 21,348 | 2,480 |
| 2004 | 15,725 | 7,986 | 3,964 | 3,775 | 1,250 | 8,532 | 21,955 | 2,586 |
| 2005 | 16,419 | 8,348 | 4,106 | 3,965 | 1,318 | 8,539 | 21,791 | 2,635 |
| 2006 | 16,929 | 8,712 | 4,257 | 3,960 | 1,390 | 8,530 | 21,689 | 2,601 |
| **Annual growth rates** | | | | | | | | |
| 2002 | -3.9 | -5.7 | -3.6 | -0.2 | -4.8 | 2.1 | 1.1 | 2.8 |
| 2003 | -3.7 | -2.1 | -1.1 | -10.0 | 7.3 | -0.1 | -0.9 | -2.0 |
| 2004 | 9.8 | 9.9 | 3.9 | 16.5 | 5.7 | 3.3 | 2.8 | 4.3 |
| 2005 | 4.4 | 4.5 | 3.6 | 5.0 | 5.5 | 0.1 | -0.7 | 1.9 |
| 2006 | 3.1 | 4.4 | 3.7 | -0.1 | 5.4 | -0.1 | -0.5 | -1.3 |
| **Monthly data** | | | | | | | | |
| May-06 | 1,414 | 736 | 352 | 326 | 118 | 707 | 1,810 | 217 |
| Jun-06 | 1,407 | 725 | 347 | 335 | 118 | 713 | 1,809 | 218 |
| Jul-06 | 1,422 | 739 | 348 | 335 | 116 | 710 | 1,815 | 219 |
| Aug-06 | 1,408 | 733 | 347 | 329 | 119 | 716 | 1,823 | 227 |
| Sep-06 | 1,409 | 729 | 357 | 323 | 118 | 717 | 1,822 | 227 |
| Oct-06 | 1,418 | 718 | 369 | 330 | 118 | 719 | 1,835 | 239 |
| Nov-06 | 1,438 | 732 | 369 | 337 | 117 | 673 | 1,721 | 201 |
| Dec-06 | 1,445 | 729 | 381 | 334 | 113 | 705 | 1,780 | 190 |
| Jan-07 | 1,442 | 741 | 374 | 327 | 119 | 714 | 1,627 | 220 |
| Feb-07 | 1,428 | 729 | 358 | 342 | 118 | 710 | 1,803 | 222 |
| Mar-07 | 1,450 | 740 | 367 | 344 | 122 | 714 | 1,811 | 232 |
| Apr-07 | 1,461 | 764 | 364 | 333 | 123 | 705 | 1,800 | 227 |
| May-07 | 1,443 | 750 | 358 | 335 | 125 | 714 | 1,811 | 224 |
| **Month-over-month growth rates** | | | | | | | | |
| May-06 | 0.3 | 2.3 | -0.9 | -2.9 | 5.1 | -1.3 | -0.3 | -0.5 |
| Jun-06 | -0.5 | -1.5 | -1.4 | 2.8 | 0.3 | 0.9 | -0.1 | 0.2 |
| Jul-06 | 1.1 | 1.9 | 0.3 | 0.0 | -2.2 | -0.4 | 0.3 | 0.4 |
| Aug-06 | -0.9 | -0.9 | -0.3 | -1.8 | 2.9 | 0.9 | 0.4 | 4.0 |
| Sep-06 | 0.1 | -0.5 | 3.0 | -1.6 | -0.8 | 0.1 | 0.0 | 0.0 |
| Oct-06 | 0.6 | -1.4 | 3.3 | 2.1 | 0.3 | 0.3 | 0.7 | 5.2 |
| Nov-06 | 1.4 | 1.9 | 0.0 | 1.9 | -1.4 | -6.5 | -6.2 | -15.8 |
| Dec-06 | 0.5 | -0.4 | 3.4 | -0.7 | -3.3 | 4.8 | 3.4 | -5.8 |
| Jan-07 | -0.2 | 1.6 | -2.0 | -2.1 | 5.7 | 1.3 | 2.7 | 15.9 |
| Feb-07 | -1.0 | -1.7 | -4.3 | 4.4 | -0.9 | -0.5 | -1.3 | 1.0 |
| Mar-07 | 1.5 | 1.5 | 2.5 | 0.6 | 3.2 | 0.5 | 0.4 | 4.5 |
| Apr-07 | 0.8 | 3.3 | -0.6 | -3.2 | 1.0 | -1.3 | -0.6 | -2.1 |
| May-07 | -1.3 | -1.8 | -1.7 | 0.6 | 1.3 | 1.2 | 0.6 | -1.2 |

## Table 8: Tourism Sector Indicators, Seasonally adjusted

| Period | Employment in key industries in tourism sector ('000) | | | | | Hotel Industry[2] | | Consumer Price Index[1] | |
|---|---|---|---|---|---|---|---|---|---|
| | Total tourism related | Air transport[4] | Accom-modation | Food & beverage services | Arts, entertainment & recreation | Occupancy Rate (%)[3] | Room Rate ($) | Traveller accom-modation | Restaurant food[4] |
| **Annual data** | | | | | | | | | |
| 2002 | 196.7 | 13.1 | 31.6 | 120.0 | 32.0 | 58.9 | 117.0 | 100.0 | 100.0 |
| 2003 | 201.4 | 13.1 | 31.5 | 124.0 | 32.9 | 58.3 | 113.7 | 90.1 | 101.8 |
| 2004 | 205.7 | 12.9 | 31.5 | 125.8 | 35.4 | 61.3 | 115.7 | 82.5 | 103.6 |
| 2005 | 211.1 | 13.1 | 33.1 | 129.0 | 35.9 | 64.0 | 116.5 | 79.9 | 106.7 |
| 2006 | 221.9 | 13.6 | 35.2 | 135.1 | 37.9 | 65.9 | 122.9 | 77.5 | 109.3 |
| **Annual Growth Rates** | | | | | | | | | |
| 2002 | 0.7 | -8.7 | 1.0 | 1.5 | 1.5 | -0.4 | 0.8 | -6.9 | 3.4 |
| 2003 | 2.4 | 0.1 | -0.4 | 3.3 | 2.7 | -0.6 | -2.8 | -9.9 | 1.8 |
| 2004 | 2.1 | -1.5 | 0.1 | 1.5 | 7.8 | 3.0 | 1.7 | -8.4 | 1.8 |
| 2005 | 2.6 | 1.5 | 5.0 | 2.6 | 1.2 | 2.7 | 0.7 | -3.2 | 3.0 |
| 2006 | 5.1 | 4.1 | 6.5 | 4.7 | 5.8 | 1.8 | 5.5 | -3.1 | 2.5 |
| **Monthly data** | | | | | | | | | |
| May-06 | 219.9 | 13.5 | 35.2 | 134.3 | 36.8 | 67.7 | 125.40 | 77.1 | 109.6 |
| Jun-06 | 219.9 | 13.8 | 34.9 | 133.8 | 37.4 | 68.0 | 127.50 | 77.3 | 109.3 |
| Jul-06 | 220.1 | 13.7 | 34.8 | 134.0 | 37.7 | 66.2 | 124.70 | 77.0 | 109.0 |
| Aug-06 | 221.3 | 14.1 | 35.0 | 134.5 | 37.7 | 65.3 | 123.90 | 77.3 | 108.9 |
| Sep-06 | 222.8 | 13.6 | 35.5 | 135.8 | 38.0 | 65.1 | 123.00 | 77.3 | 108.9 |
| Oct-06 | 224.7 | 13.8 | 35.6 | 137.5 | 37.9 | 67.0 | 124.60 | 78.2 | 109.3 |
| Nov-06 | 230.4 | 13.9 | 36.2 | 141.4 | 38.9 | 65.8 | 124.10 | 78.7 | 111.8 |
| Dec-06 | 227.5 | 13.8 | 35.5 | 139.1 | 39.0 | 64.2 | 122.50 | 78.7 | 112.0 |
| Jan-07 | 226.6 | 13.9 | 35.3 | 138.8 | 38.7 | 64.5 | 120.70 | 79.5 | 111.5 |
| Feb-07 | 227.9 | 13.7 | 35.2 | 139.7 | 39.2 | 54.3 | 119.90 | 80.8 | 111.0 |
| Mar-07 | 228.4 | 13.8 | 35.5 | 140.0 | 39.1 | 49.6 | 121.30 | 81.0 | 110.7 |
| Apr-07 | 227.6 | 13.8 | 35.6 | 139.3 | 39.0 | 51.2 | 124.60 | 81.7 | 110.8 |
| May-07 | 229.6 | 13.8 | 35.7 | 140.4 | 39.6 | 46.5 | 113.40 | 81.6 | 110.9 |
| **Month-over-month growth rates** | | | | | | | | | |
| May-06 | -0.2 | 2.5 | -0.1 | 0.4 | -3.7 | 2.2 | 4.2 | 0.9 | 0.5 |
| Jun-06 | 0.0 | 1.6 | -0.9 | -0.4 | 1.6 | 0.3 | 1.7 | 0.3 | -0.3 |
| Jul-06 | 0.1 | -0.6 | -0.3 | 0.1 | 0.7 | -1.8 | -2.2 | -0.4 | -0.3 |
| Aug-06 | 0.5 | 3.2 | 0.5 | 0.4 | 0.1 | -0.9 | -0.6 | 0.4 | -0.1 |
| Sep-06 | 0.7 | -3.4 | 1.4 | 1.0 | 0.7 | -0.2 | -0.7 | 0.0 | 0.0 |
| Oct-06 | 0.9 | 1.1 | 0.3 | 1.3 | -0.2 | 1.9 | 1.3 | 1.2 | 0.4 |
| Nov-06 | 2.5 | 0.9 | 1.8 | 2.8 | 2.6 | -1.2 | -0.4 | 0.6 | 2.3 |
| Dec-06 | -1.3 | -0.9 | -1.9 | -1.6 | 0.3 | -1.6 | -1.3 | 0.0 | 0.2 |
| Jan-07 | -0.4 | 0.7 | -0.8 | -0.3 | -0.8 | 0.3 | -1.5 | 1.0 | -0.4 |
| Feb-07 | 0.5 | -1.1 | -0.2 | 0.7 | 1.4 | -10.2 | -0.7 | 1.6 | -0.4 |
| Mar-07 | 0.2 | 0.3 | 0.8 | 0.2 | -0.4 | -4.7 | 1.2 | 0.2 | -0.3 |
| Apr-07 | -0.3 | 0.0 | 0.4 | -0.5 | -0.3 | 1.6 | 2.7 | 0.9 | 0.1 |
| May-07 | 0.8 | 0.1 | 0.2 | 0.9 | 1.6 | -4.7 | -9.0 | -0.1 | 0.1 |

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

[2]Source: Pannell Kerr Forster and BC Stats.

[3]Occupancy Rate change expressed as percentage point change. [4] No identifiable seasonality.

[5]Hotel Occupancy Rate and Room Rate are not available for January from Pannell Kerr Forster

## Table 9: BC Restaurant and Tavern Receipts, Seasonally Adjusted

| Period | Restaurants and Taverns [1] | | | | | |
|---|---|---|---|---|---|---|
| | Receipts ($ million) | | | | | |
| | BC | | | Canada | | |
| | Total | Drinking places | Food Services | Total | Drinking places | Food Services |
| **Annual data** | | | | | | |
| 2002 | 5,403.0 | 546.2 | 4,856.8 | 34,527.9 | 2,610.2 | 31,917.7 |
| 2003 | 5,654.4 | 584.9 | 5,069.5 | 35,043.2 | 2,626.9 | 32,416.4 |
| 2004 | 5,961.7 | 624.3 | 5,337.5 | 36,682.9 | 2,708.5 | 33,974.4 |
| 2005 | 6,131.2 | 570.0 | 5,561.2 | 37,951.7 | 2,690.0 | 35,261.7 |
| 2006 | 6,544.1 | 449.2 | 6,094.9 | 40,063.6 | 2,572.4 | 37,491.2 |
| **Annual growth rates** | | | | | | |
| 2002 | 1.6 | 2.3 | 1.5 | 2.3 | 0.3 | 2.5 |
| 2003 | 4.7 | 7.1 | 4.4 | 1.5 | 0.6 | 1.6 |
| 2004 | 5.4 | 6.7 | 5.3 | 4.7 | 3.1 | 4.8 |
| 2005 | 2.8 | -8.7 | 4.2 | 3.5 | -0.7 | 3.8 |
| 2006 | 6.7 | -21.2 | 9.6 | 5.6 | -4.4 | 6.3 |
| **Monthly data** | | | | | | |
| May-06 | 544 | 36 | 509 | 3,288 | 217 | 3,072 |
| Jun-06 | 541 | 37 | 504 | 3,297 | 213 | 3,084 |
| Jul-06 | 543 | 40 | 504 | 3,294 | 217 | 3,077 |
| Aug-06 | 553 | 39 | 514 | 3,320 | 211 | 3,109 |
| Sep-06 | 550 | 39 | 511 | 3,344 | 211 | 3,132 |
| Oct-06 | 548 | 35 | 513 | 3,394 | 216 | 3,178 |
| Nov-06 | 545 | 33 | 512 | 3,384 | 212 | 3,172 |
| Dec-06 | 553 | 39 | 514 | 3,457 | 223 | 3,235 |
| Jan-07 | 562 | 35 | 528 | 3,452 | 214 | 3,238 |
| Feb-07 | 560 | 32 | 528 | 3,383 | 196 | 3,186 |
| Mar-07 | 562 | 39 | 523 | 3,421 | 216 | 3,205 |
| Apr-07 | 558 | 36 | 523 | 3,356 | 203 | 3,153 |
| May-07 | 562 | 36 | 527 | 3,386 | 204 | 3,183 |
| **Month-over-month growth rates** | | | | | | |
| May-06 | -4.3 | -1.7 | -4.5 | -0.2 | 0.2 | -0.2 |
| Jun-06 | -0.7 | 2.8 | -1.0 | 0.3 | -1.5 | 0.4 |
| Jul-06 | 0.5 | 7.9 | 0.0 | -0.1 | 1.9 | -0.2 |
| Aug-06 | 1.7 | -1.8 | 2.0 | 0.8 | -2.9 | 1.0 |
| Sep-06 | -0.4 | 0.0 | -0.5 | 0.7 | 0.2 | 0.8 |
| Oct-06 | -0.4 | -9.9 | 0.4 | 1.5 | 2.1 | 1.5 |
| Nov-06 | -0.6 | -5.9 | -0.2 | -0.3 | -2.0 | -0.2 |
| Dec-06 | 1.5 | 19.1 | 0.4 | 2.2 | 5.3 | 2.0 |
| Jan-07 | 1.6 | -11.7 | 2.6 | -0.2 | -3.9 | 0.1 |
| Feb-07 | -0.5 | -9.3 | 0.1 | -2.0 | -8.4 | -1.6 |
| Mar-07 | 0.4 | 23.4 | -0.9 | 1.1 | 10.1 | 0.6 |
| Apr-07 | -0.7 | -8.5 | -0.1 | -1.9 | -6.0 | -1.6 |
| May-07 | 0.8 | 0.7 | 0.8 | 0.9 | 0.2 | 1.0 |

[1] Source: Statistics Canada & BC Stats

# Explanatory Notes

**Data Sources**

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Finance and Corporate Relations.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

**Accommodation Categories**

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

**Fishing Lodges** – All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

**Vacation Rentals** – Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

**Miscellaneous** – Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

**Seasonally Adjusted Data**

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

**Limitations**

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the Hotel Room Tax Act and the Hotel Room Tax Regulations.

**Room Counts**

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

**Suppression**

The protection of confidentiality requires the suppression of categories not containing at least four properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

**Revisions**

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

---

*Tourism Sector Monitor* is prepared by BC STATS, Ministry of Management Services, using data from the Consumer Taxation Branch of the Ministry of Finance and Corporate Relations.

**Visit BC STATS on the World Wide Web at www.bcstats.gov.bc.ca**